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THE GREETER

OFFICIAL CIVIC WEEKLY
Week Ending August 19, 1933
Vol. 4, No. 33

WHAT'S WHAT—A GUIDE—WHERE TO GO—WHAT TO SEE

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THE GREETER

A GUIDE --- WHERE TO GO --- WHAT TO SEE

WHATS WHAT—DAY BY DAY

CIVIC WEEKLY

OFFICIAL PUBLICATION

CENTRAL FLORIDA CHAPTER CHARTER 19

HOTEL GREETERS OF AMERICA

ORLANDO APARTMENT HOUSE OWNERS SOCIETY

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THE COMFORTABLY COOL

BEACHAM THEATRE

(Orlando's Only Independent Theatre)

SUNDAY and MONDAY

FANNIE BRICE in "BE YOURSELF" with Robert Armstrong, Harry Green. A United Artists' Laugh Hit never before shown in Orlando. EXTRA—PATHE NEWS (News while it's news), "Mickey's Follies", "The Melody Man".

TUESDAY and WEDNESDAY

"HIGH GEAR" with Jean Marsh, James Murray, Jackie Searle. Whirlwind romance speeding on flying wheels around the tracks of love. First showing in Orlando. Added—"Medbury in The Wild West", "Second Paradise", "Curiosity".

THURSDAY and FRIDAY

GUEST DAYS! 2 adults admitted for 25c—2 Children for 10c. DOUBLE FEATURE PROGRAM. Pauline Frederick in "SELF DEFENSE" with Barbara Kent—Plus "THE LADY FROM NOWHERE" with Alice Day, John Holland. Added—PATHE NEWS, Novelty reel.

3 DAYS STARTING SATURDAY

The finest picture ever brought to Orlando—"CONGRESS DANCES" with Lilian Harvey and Henry Garat (Boy Friend of "Adroable") rated 4 stars (* * * *) by Liberty Magazine. First showing in Orlando. Added—"Pathe News", "Mickey Mouse", "Carolina Melodies".

5c KIDDIE MATINEE SATURDAY

Children under 12 admitted for 5c. Program Rex Bell in "Lucky Larrigan", "MICKEY MOUSE", "The Last of the Mohicans" No. 7, Pathe News, Novelty reel. Free gift to each child.

this that and the other—

LEGION STAGE FAST CARD MONDAY

Boxing will raise a rung higher in the opinion of Central Florida fight fans after the American Legion scrap at the Coliseum Monday evening August 14th. Charlie Weber of Sarasota the 144 pounds of concentrated dyamite that had the fans on ear during his last fight here that ended in a knockout in the last round in his favor, will meet Stanley Savage of Miami. Savage will top Weber three pounds but this writer is laying his on the brick house from Sarasota.

The preliminaries which are very good according to Pete the Tailor will get under way at 8:30 P. M. sharp.

RIDING AT COUNTRY CLUB POPULAR

The popularity of the riding stables at the Country Club certainly proves that the need of this sport has long been neglected in Orlando. If you are a novice at the sport, W. W. Brown is there to teach you What's What in Horseback Riding. Before long you will be an enthusiastic member of the steadily increasing family of horsemen at the Country Club.

DUBSDREAD MEMBERSHIP INCREASING

Orlando's chances to capture the golfing honors at the Biltmore Invitation Meet in Asheville last week faded when Carl Morris Dann was eliminated in the first bout. Carl has been so busy putting his newly acquired property, Dubsdread Links into shape that it is evident he has been neglecting his own game. However, he assures those who frequent the Dubsdread Links this winter that they will have one of the sportiest courses in the state to play on. Carl has been busy all summer long and will have everything in tip-top shape by early fall, and, according to Secretary Myers, membership is increasing.

"CONGRESS DANCES"

During the recent session of Congress the whip hand of President Roosecelt was felt and a lot of people enjoyed watching Congress jump through the hoop and do the song and dance to the crack of the whip. So the above heading brings back fond memories.

Next Saturday the Beacham theatre is bringing a picture to Orlando that has been talked about around the globe. It has nothing whatever to do with the paragraph above but it does have to do with fine entertainment. "Congress Dances" has been written up in every magazine that mentions the talkies and each critic has been loud in his or her praise for the picture. Liberty Magazine rated it 4 stars with the remark that if it were not for breaking their policy they would give it 5 stars. The Beacham is to be congratulated for bringing this fine piece of entertainment to Orlando.

The cast is headed by Lillian Harvey who rivals Garbo and Dietrich and Henry Garat whom Orlando fans enjoyed so recently in "Adorable" with Janet Gaynor.

There are few things more beautiful than sunrise in springtime.

Oh, I could just watch it all day long!—

fishing

BY
HARRY E. FITZGERALD
Celebrated Sports Writer
A Weekly Feature of the
GREETER

Where is the fishermen immune from that demon of the water—a kinked fishing line?

Swivels are good but most of them interfere with lure's action, especially on such light topwater lures as the No. 2,000. Here's a remedy. When you finish casting remove the lure and allow the entire length of the line to run out behind the boat. Drag it through the water a few minutes and reel in. Your line will have unkinked itself in good shape of its own accord.

Johnson's camp on Lake Apopka apparently has the week's record in both numbers and size. Few fish are being caught, however, and most of the local anglers are playing the salt water fishing in the vicinity of Titusville or at Hall's camp, Sebastian Inlet.

Herbert Washburn and his fishing buddy Russel Baker of Chicago arrived in Orlando yesterday to visit Herbert's parents and incidentally put in a few weeks at golf and fishing. By a strange coincidence Bryant Washburn, older brother and famed film star, was featured the night of their arrival in What Price Innocence at the Ritz. The boys left early this morning to fish Blue Lake as the guests of Colonel Wheeler.

Johnson's fishing camp on Lake Apopka reports some good catches of bass during the early morning fishing in the vicinity of Hog Island and the mouth of the canal. The best results are being had with live minnows or trolling droan spoons and daredevle baits.

There is only one disease Doctor's can't cure —being a sucker. There's a remedy of course and once a victim of the malady awakens to the fact that he is infected with the germs of the disease the cure is simple—just cut the cards.

RENEW YOUR YOUTH IN FLORIDA

low tides on daytona beach

Week Ending August 19, 1933

Aug. 13	6:57	Aug. 16	9:39
Aug. 14	7:49	Aug. 17	10:33
Aug. 15	8:44	Aug. 18	11:23
Aug. 19	12:12		

on and off the avenue

It is surprising how many people are making the **Flamingo** a habit. But then, it isn't so surprising when you consider the excellent dance orchestra and entertainment, plus good food, and to make things even better—no cover charge.

Unless you are a very fortunate person, most of your summer things are beginnnig to show signs of wear—buttons off, seams split and raveled edges. Just bundle them up and take them to **Mrs. John Todd** at **17½ S. Orange Ave.**, and they will come back as good as new.

Everybody drinks a lot of water in the summertime. Try that palatable **Orange City Water,** noted for its great purity, and you will wonder why no one told you about it long ago. Just call **G. W. Briggs, local distributor,** at **5612** for a trial bottle.

Many hostesses are saving themselves a lot of unnecessary trouble these days by giving their parties at the **Perrydell**—in fact, it has become the popular place to entertain. Your guests will appreciate your choice.

Stop! Have you everything you need in the way of beer, magazines, and smokes? If not, drop by **Charlie's Place** next to the Postal Telegraph and he will supply you with all three items.

"Oh, John, the baby has swallowed a silver coin!" wailed Mrs. Dorkins.

Mr. Dorkins took a handful of change out of his pocket and looked it over.

"Calm yourself, Maria," he said. "It was that counterfeit quarter I've been trying to get rid of."

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PERCENTAGE LEASES

"The percentage lease" has solved one of the vexing problems of merchandising for both landlords and tenants. Both have been benefitted thereby in obtaining a fair basis of returns for this new form of partnership. Less moving and inability to pay high rents when busniess was slack have decreased the hazards for both.

This depression born partnership between landlord and tenant is the inevitable result of shrinkage in dollar volume, in selling prices, reduced mark-ups and smaller profits if any, which have wrecked many retailers and forced others to move to less expensive and desirable locations.

Landlords have thus found themselves with empty stores on their hands which produced no income while still necessitating upkeep, interest on investment and taxes. The "percentage lease" is the natural and almost inevitable answer to this double problem and it is gaining rapid popularity as a practical solution to a vexing situation.

The tenants potential sales volume, the average annual turnover for the line and the customary mark-up taken are the chief factors for determininy a satisfactory % lease for both parties. The landlord sometimes requires a minimum guarantee, which if not earned by the business must simply be made up by the tenant.

Real estate owners, brokers, agents, etc., will have to familiarize themselves more fully with business fundamentals under this new plan, all of which makes for better and improved business conditions for all. Watch for next interesting installment.

MOVIE TALENT SOUGHT HERE

"Tell me pretty maiden—" do you have a secret passion to enter the movies? Well now that they are making them down at St. Petersburg a statewide search is being made for types that can film. Yes there is still room for types. you do not necessarilly have to be beautiful but on the other hand you can't be dumb to crash the silver screen.

On the Beacham Theatre stage at some night in the near future four of Orlando's fairest will be selected as the most elegible from fifty or sixty contestants. Watch the Greeter and the local press for further announcements. S. M. Berry, E. B. Foster and W. S. Tuttle are in complete charge of the contest arrangements. If you are interested call them at 4466.

"Madame, I'm the personal tax collector."
"Mister, let's not get personal."

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Mildred Wicks back from Chicago—

Martha Mole of M. D. Bailey Jr's office pretends to be busy—and guess she is.

The Blue Eagle has taken roost in the Mayer Arcade and other blessed Events are prophesied.

Last call for 25c haircuts after the code takes effect they go up 40c according to Joe P. Wheeler, Orange County Inspector.

Rena the building sweet heart says She doesn't know anything, but we believe different.

C. W. Dobson and famly in Daytona vacationing.

The V. P. I Literary Club has just decided that Bacon wrote Shakespeare's plays because some of the language in them is so impolite that Shakespeare would have been too much of a gentleman to use it.

DIRECTORY

GROUND FLOOR

Auto License Bureau—W. K. Price,
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East Side Barber Shop—L. E. Yates
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Chas. Mayer—Mayer Realty Co.
Henry Mayer—Bldg. Supt.
Vernon McKelvey—Real Estate
Orlando Typesetting Co.—J. M. Albee
Shopping Guide—Weekly Ad Paper
Frank Gordon—Fernery
Veterans Foreign Wars—John Pierson

OFFICES

Jose Arentz—Artist
Barter-Trade-Exchange
Lyman Beckes—Attorney
The Greeter—Civic Weekly
Walter Hall—Attorney
Orlando Letter Shop
S. J. Stiggins—Attorney
A. P. Phillips Co.—Advertising

SPORTS & RECREATION NEWS

STATE DIAMONDBALL TOURNAMENT

The big event of the year in Diamondball will get under way Wednesday night of this week when the North District Playoff in the State Championship will start at Exposition Park.

Two teams from Orlando, two from Jacksonville, one from Winter Park, one from Daytona Beach, one or two from St. Augustine and one from New Smyrna as well as several others from this section of the State will be entered in this tournament and the winner will qualitfy for the semi-finals in the State playoff.

Every game in this tournament promises to be a real battle as only the champions of the cities and the runner-ups will be entered.

The Jacksonville teams will be outstanding competitors outside of Orlando as the Florida Motor Lines defeated the Poinsettia and Sentinel-Star a week ago Saturday.

The Poinsettia club who won the first half championship in Orlando will be one of the teams to represent us in the State play-off while either Datson Dairies or the Sentinel-Star will be the other team. Both teams will be strengthened with the addition of some players from the other two class A teams.

Games will be played Wednesday, Thursday, Friday and Saturday and the tournament will be an elimination affair.

In order to give the class A teams a rest before the tournament starts the games scheduled for Tuesday night have been moved up to Monday and in case the tie between Datson and Sentinel-Star for the leadership of the A league is still in effect the winner between Datson and Sentinel in the game Monday will be the other representative for Orlando in the State play-off.

The schedule for Monday night will be Jackson Sport Shop vs Poinsettia at 7:45 and Datson Dairies vs Sentinel-Star at 9:00.

In order to arrange the schedule this way the Civic Club games have been changed to Tuesday night of this week with the University Club playing the Jaycees in the first game and the American Legion playing the Exchange Club at 9:00.

The tournament also makes a change in the class B league the games scheduled in the Wednesday Commercial League have been moved to Tuesday night and will be played on the No. 2 diamond.

In the Commercial league the Florida Public Service plays Dr. Phillips at 7:30 and the Orlando Ice Delivery play the U. S. Post Office at 9:00.

The other class B games for the week have been postponed as the No. 2 diamond will be used for the out of town teams to warm up during the District Tournament.

The GREETER Recommends

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if you must leave orlando

RAILROADS

ATLANTIC COAST LINE — Passenger Depot, Sleigh Boulevard. City ticket office, 43 East Pine St.

Arrive (going North)	Arrive (going South)
1:45 A. M.	2:40 A. M.
1:50 P. M.	1:20 P. M.

AIR—MUNICIPAL AIRPORT

Orlando—North, 11:40 A. M.
Orlando—South, 3:25 P. M.

MILES FROM ORLANDO?

Apopka	13	Lakeland	66
Arcadia	118	Leesburg	45
Auburndale	53	Madison	221
Avon Park	85	Marianna	350
Bradenton	143	Melbourne	74
Brooksville	72	Miami	245
Bunnell	86	Mt. Dora	27
Clearwater	140	Moore Haven	163
Clermont	27	New Smyrna	62
Cocoa	52	Ocala	82
Crescent City	74	Ocoee	9
Dade City	68	Okeechobee	150
Daytona Beach	65	Ormond Beach	72
DeLand	41	Palm Beach	180
Eau Gallie	70	Palatka	99
Eustis	32	Pensacola	484
Frostproof	74	Plant City	79
Ft. Lauderdale	222	Punta Gorda	145
Ft. Meade	77	Sanford	22
Ft. Myers	170	Sarasota	155
Ft. Pierce	123	Sebring	95
Gainesville	120	St. Augustine	120
Green Cove	124	St. Cloud	26
Groveland	34	Silver Springs	88
Haines City	41	Stuart	143
Hollywood	230	Tallahasse	256
High Springs	141	Tampa	100
Indian River City	38	Tavares	32
Jacksonville	154	St. Petersburg	118
Key West	420	Titusville	42
Kissimmee	18	Vero Beach	103
Lake Annie	120	West Palm Beach	180
Lake City	167	Winter Haven	52
Lake Wales	58	Winter Garden	14
Lake Worth	186	Winter Park	4

CITY BUS SCHEDULE

To Winter Park—Half hour service leaving Orange and Central on the hour (and half hour) 6:30 to 9 A. M. Returning from Winter Park depot 20 minutes after each hour.

Park Lake, Drubsdread Route—Leaving Orange and Central to Park Lake on the hour; to Dubsdread half past each hour. Half hour service 6:30 a. m to 9 a. m. and 4:30 p. m. to 7:00 p. m.

Cherokee-South City Limits Route—Hourly service leaving Orange and Central 20 minutes before each hour.

A. C. L. Depot-South Parramore Route—Leaving Central and Orange south 7:10 and 8:10 a. m. to 9 a. m.

For further information call Orlando Transit Co., Phone 3833.

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Tell 'Em You Saw It in the Greeter

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BOOST ORLANDO'S ANGLER'S DAY

Angler's Day is suggested by a group of local sportsmen who feel one day in August or September should be set aside for the fishing fraternity and all local anglers invited to compete for the prizes that will be awarded the largest bass caught during the day on any of the lakes in Orange County.

Ten local business men have already agreed to donate $100.00 to be divided into suitable cash prizes in the various events and plans are now under way to secure some suitable organization to sponsor the contest.

The Orange County Chamber of Commerce gave this section some publicity last season by carrying advertisements in several of the national sporting magazines and the secretary reports he received letters in response from practically every state in the union. Why not have the Orange County organization sponsor Orlando's "Angler's Day"—or would it be asking too much?

Helen was chewing gum in school, and was called to the front of the class to be reprimanded. "Throw your gum in the wastepaper basket, Helen," commanded the teacher.

"Please Miss Smith," ventured Helen, "may I keep it in a piece of paper? You see, I only bought it the day before yesterday.

"Papa, whats a grudge?"

"It's what you keep automoblies in. Now don't bother daddy!"

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FREE TICKETS TO RITZ THEATRE

Best wishes are extended by the Greeter to the following friends and readers who are celebrating their birthday. A telephone call, a note of congratulations, a visit or a little gift will make the day happier for them.

To add to the birthday, the Greeter and the Ritz theatre invite each of these to attend the current picture at the RITZ, as the guest of the Greeter and the theatre. Those whose names are listed below, by properly identifying themselves, may get a special birthday ticket to the Ritz.

Don't be bashful, if you have a birthday next week or know of a friend or relative phone 4040 or drop a card to the Greeter and the name will appear next Saturday.

	August		August
Jack Page	13	Helen Nye	13
Jimmie Williams	14	C. Bloodworth	16
Dib Bartlett	6	Walter Moffat	17
Jerry Lewis	12	Mrs. Niel Wood	18
Jack Holloway	23	Charlotte Walker	17
Helen Gravely	11	Jane Price	17
Eliz Gravely	10	Peggy Self	18

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this week at the Spark's theatres

THE BEST IN ENTERTAINMENT AT SPARKS SHOWS

coming attractions

TO THE RITZ THEATRE

Coming .tractions to the Ritz Theatre
August 22-23
Ann Harding and William Powell
in
"DOUBLE HARNESS"

August 24-25
Gloria Swanson
in
"PERFECT UNDERSTANDING"

August 26-27-28
"I COVER THE WATERFRONT"
with
Claudette Colbert and Ben Lyon

August 29-30
"SHOW WORLD"
The all star hit with Jimmy Durante, Jackie Cooper, Madge Evans, Eddie Quillan and a dozen others.

COMING
George Arliss in "VOLTAIRE"

"MORNING GLORY"
with
Katherine Hepburn Douglas Fairbanks Jr.

RITZ THEATRE

Saturday thru Tuesday—MARIE DRESSLER and WALLACE BERRY in "TUGBOAT ANNIE" You'll smile through the tears, and laugh between the sobs, but oh, how you'll love it! —Added— Pitts and Todd in "Maids A La Mode"—Silly Symphony Cartoon—Paramount News.

Wednesday thru Friday—DOUBLE FEATURE PROGRAM—Clive Brook and George Raft in "MIDNIGHT CLUB" and Irene Dunne with Charles Bickford in "NO OTHER WOMAN". Plus selected short subjects.

FREE—Ritz Theatre Guest Days WEDNESDAY—THURSDAY—FRIDAY. Purchase one regular admission and take a guest free.
Thursday Night Only—9. P. M.—Ritz Theatre Country Store. $100.00 in prizes — Free.

Starting Saturday—HELEN HAYES and ROBERT MONTGOMERY in "ANOTHER LANGUAGE". Two great stars united in the play that thrilled Broadway for a year. . . . . Added "Way of all Freshmen" comedy—Mickey Mouse—Paramount News.

RIALTO THEATRE

Sunday and Monday—DOUBLE FEATURE PROGRAM—HELEN HAYES and CLARK GABLE in the eternal romance "THE WHITE SISTER". also "FLYING DEVILS" with Eric Linden and Arline Judge. (First Orlando Showing)

Tuesday and Wednesday—DOUBLE FEATURE PROGRAM—Nancy Carroll and John Boles in "CHILD OF MANHATTAN" also RUTH CHATTERTON and GEORGE BRENT in "LILLY TURNER.

Tuesday Night 9. P. M. Rialto Theatre Country Store FREE $75.00 in prizes.

Thursday and Friday—(Guest Days)—DOUBLE FEATURE PROGRAM—JACK OAKIE in "SAILOR BE GOOD" (First Orlando Showing) —also— MAE WEST in "SHE DONE HIM WRONG" with Cary Grant.

Saturday Onl—"RIDE 'EM COWBOY" starring JOHN WAYNE—added—Betty Boop and Mickey Mouse Cartoons —Whispering Shadow 4.

BABY GRAND THEATRE WINTER PARK

Saturday and Sunday— (Aug. 12-13) DOUBLE FEATURE PROGRAM—ROBERT MONTGOMERY and SALLY EILERS in "MADE ON BROADWAY"—and—MAURICE CHEVALIER in "A BEDTIME STORY".

Starting Saturday—(Aug.19) DOUBLE FEATURE PROGRAM "WHAT PRICE INNOCENCE"" the story that has won the admiration Of all Central Florida. . . . and . . . SPENCER TRACY in "SHANGHAI MADNESS" with FAY WRAY

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